

REP HEADLINE# 6389508
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
OCT22/12 16.56
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL
3050 K ST NW,
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6389508

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 4 AMERICA:60'S EST#2175 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT25/12 OCT29/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT22/12 16.56

REP: NEW ORDER
TTL \$59,360 @25X
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN
CON CM OBAMA FOR AMERICA
ALL SPOTS ARE 60 SECONDS

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 2175

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1237A-136A	60		\$800.00	10/25	10/26	2		TH-F	2
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1 : LT NITE W/JIMMY FALLON												
2			1200N-100P	60		\$760.00	10/25	10/26	2		TH-F	2
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
3			500P-530P	60		\$1,800.00	10/25	10/26	2		TH-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	60		\$1,800.00	10/25	10/26	2		TH-F	2
5			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	60		\$4,500.00	10/25	10/26	2		TH-F	2
6			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	60		\$2,900.00	10/25	10/26	3		TH-F	3
7			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	60		\$4,000.00	10/25	10/26	1		TH-F	1
8			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	60		\$1,800.00	10/25	10/26	2		TH-F	2
9			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	60		\$2,080.00	10/25	10/26	3		TH-F	3
10			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1: RATES ARE 8/27-9/30 CON COM1: NC 8 TODAY AT 430A	60		\$100.00	10/25	10/28	3		TH, SU	3
11			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	60		\$1,000.00	10/27	10/27	1		SAT	1
12			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1: FOOTBALL NIGHT IN AMRC	60		14000.00	10/28	10/28	1		SUN	1

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13			800P-1100P	60		20000.00	10/28	10/28	0		SUN	0
PROGRAM : NFL PRESEASON:INDGPIT8/19/12												
CON COM1: NFL PRESEASON:INDGPIT8/19/12												
14			800A-900A	60		\$2,200.00	10/28	10/28	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
15			900A-1000A	60		\$600.00	10/28	10/28	0		SUN	0
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
OCT/12			59360.00			NOV/12						
												CONTRACT TOTAL
												59360.00
												TOTAL SPOTS
												25

MARKET TOTALS \$269,818 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ESTIMATED

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 815 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 59360	Campaign Ref: E:063895080
Buyer: ..	Client/Product/Estimate: 95 / 101 / 2175	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/29/12	Weeks: 2	Order Ref: 06389508
Est./PO Number: 06389508	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 4 America:60's	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...TF..	01	800	60 Comme	Nbr of Spots	2	2	1600
2	M-F 12p Today Show III ...TF..	01	760	60 Comme	Nbr of Spots	2	2	1520
3	M-F 5p News ...TF..	03	1800	60 Comme	Nbr of Spots	2	2	3600
4	M-F 530p News ...TF..	03	1800	60 Comme	Nbr of Spots	2	2	3600
5	M-F 6p News ...TF..	01	4500	60 Comme	Nbr of Spots	2	2	9000
6	M-F 6a News ...TF..	01	2900	60 Comme	Nbr of Spots	3	3	8700
7	M-F 7p News ...TF..	01	4000	60 Comme	Nbr of Spots	1	1	4000
8	M-F 7a Today Show ...TF..	03	1800	60 Comme	Nbr of Spots	2	2	3600
9	M-F 9a Today Show II ...TF..	01	2080	60 Comme	Nbr of Spots	3	3	6240
Weekly Totals: Total Spots(Ord Spots)					25		25	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 59360	Campaign Ref: E:063895080
Buyer: ..	Client/Product/Estimate: 95 /101 /2175	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/29/12	Weeks: 2	Order Ref: 06389508
Est./PO Number: 06389508	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-Th, Su 430a News ...T..S	03	100	60 Comme	Nbr of Spots 3		3	300
11	Sat 7a Today ShowS.	03	1000	60 Comme	Nbr of Spots 1		1	1000
12	Sun 7p ET / 6p CT Football Night In AmericaS	01	14000	60 Comme	Nbr of Spots 1		1	14000
13	Sun 8a Today ShowS	01	2200	60 Comme	Nbr of Spots 1		1	2200
Weekly Totals: Total Spots(Ord Spots)					25		25	

Grand Totals			
Month 10 Weeks: 4		Month 11 Weeks: 4	
10/22		10/29	
Spots	25	Spots	0
Cost	59360	Cost	0

Grand Totals:	Spots: 25
	Gross Total: 59,360.00
	Commission: 8,904.00
	Net Total: 50,456.00